



WDIV

ORDER

Print Date 11/05/12 Page 1 of 3

Flight Dates **09/17/12-11/06/12**

Contract / Revision **258949 /**

Original Date / Revision
09/13/12 11/04/12

Advertiser **POL/Bernstein M/UofM Boar**

New till 09/08/13

Agency **O'Meara Advertising**

Buying Contact

**31731 Northwestern Hwy
Suite 333
Farmington Hills, MI 48334**

Product

Agency Com 15%

Billing Contact

**31731 Northwestern Hwy
Suite 333
Farmington Hills, MI 48334**

Sales Office DET-L

Sales Region LOC

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic HH

Rev Codes AGY POL CAND

Product Codes PL-Local-Independent/Other

Priority P-2

Advertiser Ref

Primary Account Executive
Angela Cady

Account Executive	Order%	Start Date	End Date
Angela Cady	100%		

Order Share 100% Market Value 37600

Competing Station	% of Order	Amount
CABLE	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WWJ	%	0
WXYZ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	3	\$3,867.50	\$4,550.00	0.00	08/27/12	09/30/12	3	\$3,867.50	\$4,550.00
October 2012	25	\$26,222.50	\$30,850.00	0.00	10/01/12	10/28/12	25	\$26,222.50	\$30,850.00
November 2012	2	\$1,870.00	\$2,200.00	0.00	10/29/12	11/05/12	2	\$1,870.00	\$2,200.00
Totals	30	\$31,960.00	\$37,600.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WDIV	09/17/12	09/21/12	7-9am Today Show M-FCM	M-FCM	8-9a	M-----	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
				Today Show		(8:00 AM-9:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----		1				\$1,350.00		0.00			
N 2	WDIV	10/01/12	10/05/12	7-9am Today Show M-FCM	M-FCM	8-9a	1-1-1--	:30	3	\$1,350.00	P-2	0.00	NM	3	\$4,050.00
				Today Show		(8:00 AM-9:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	1-1-1--		3				\$1,350.00		0.00			
N 3	WDIV	10/01/12	10/05/12	Noon News 12-1230p M-F	M-F	12N-1230P	1-1-1--	:30	3	\$850.00	P-2	0.00	NM	3	\$2,550.00
				Noon News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	1-1-1--		3				\$850.00		0.00			
N 4	WDIV	10/01/12	10/05/12	6-630pm Local 4 News M-F	M-F	6P-630P	1-1-1--	:30	3	\$1,600.00	P-2	0.00	NM	3	\$4,800.00
				M-F Local 4 News 6-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



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Print Date: 11/05/12

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Contract / Revision **258949** Flight Dates **09/17/12-11/06/12**

Hiatus Dates

Original Date / Revision 09/13/12/ 11/04/12

Order Sep 00:15:00

Advertiser **POL/Bernstein M/UofM Boe** Product

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WDIV	10/01/12	10/05/12	6-630pm Local 4 News M-F M-F Local 4 News 6-630p	CM	6P-630P	1-1-1--	:30	3	\$1,600.00	P-2	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	1-1-1--	3		\$1,600.00		0.00						
N 5	WDIV	10/08/12	10/12/12	7-9am Today Show M-F Today Show	CM	8-9a (8:00 AM-9:00 AM)	1-1-1--	:30	3	\$1,350.00	P-2	0.00	NM	3	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	1-1-1--	3		\$1,350.00		0.00						
N 6	WDIV	10/08/12	10/12/12	Noon News 12-1230p M-F Noon News 12-1230p	CM	12N-1230P	1-1-1--	:30	3	\$850.00	P-2	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	1-1-1--	3		\$850.00		0.00						
N 7	WDIV	10/08/12	10/12/12	6-630pm Local 4 News M-F M-F Local 4 News 6-630p	CM	6P-630P	1-1-1--	:30	3	\$1,600.00	P-2	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	1-1-1--	3		\$1,600.00		0.00						
N 8	WDIV	10/15/12	10/19/12	Ellen 10-11a M-F 10-11AM Ellen	CM	10-11A Ellen	M-W-F--	:30	3	\$550.00	P-2	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-W-F--	3		\$550.00		0.00						
N 9	WDIV	11/05/12	11/05/12	7-9am Today Show M-F Today Show	CM	8-9a (8:00 AM-9:00 AM)	1-----	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	1-----	1		\$1,350.00		0.00						
N 10	WDIV	11/05/12	11/05/12	Noon News 12-1230p M-F Noon News 12-1230p	CM	12N-1230P	1-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	1-----	1		\$850.00		0.00						
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1		WDIV	11/05/12-11/11/12	Noon News 12-1230p M-F	12N-1230P		M-----	:30	(\$850.00)	0.00	NM				
See MG 10.2															
2		WDIV	11/05/12-11/05/12	Noon Nws 12-1p 10/29-11/6	12-1p		M-----	:30	\$850.00	0.00	NM				
Ⓜ MG for 10.1 11/05 [NOON NEWS AIRS 12N-1P ON 11/5/12 NOT 12N-1230P]															
N 11	WDIV	11/05/12	11/05/12	6-630pm Local 4 News M-F M-F Local 4 News 6-630p	CM	6P-630P	1-----	:30	1	\$1,600.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	1-----	1		\$1,600.00		0.00						
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1		WDIV	11/05/12-11/11/12	6-630pm Local 4 News M-F	6P-630P		M-----	:30	(\$1,600.00)	0.00	NM				
Credited [Per agency - credit spot and send refund.]															
N 12	WDIV	09/17/12	09/21/12	6-630pm Local 4 News M-F M-F Local 4 News 6-630p	CM	6P-630P	M-W----	:30	2	\$1,600.00	P-2	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-W----	2		\$1,600.00		0.00						
N 13	WDIV	10/15/12	10/15/12	6-630pm Local 4 News M-F M-F Local 4 News 6-630p	CM	6P-630P	1-----	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	1-----	1		\$1,600.00		0.00						
N 14	WDIV	10/17/12	10/17/12		CM	6P-630P	--1----	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00



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Hiatus Dates

Original Date / Revision 09/13/12/ 11/04/12

Order Sep 00:15:00

Advertiser **POL/Bernstein M/UofM Bo** Product

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				6-630pm Local 4 News M											
				M-F Local 4 News 6-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-- 1----	1		\$1,600.00		0.00						
N 15	WDIV	10/23/12	10/23/12	6-630pm Local 4 News M	M	6P-630P	- 1-----	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
				M-F Local 4 News 6-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- 1-----	1		\$1,600.00		0.00						
N 16	WDIV	10/25/12	10/25/12	6-630pm Local 4 News M	M	6P-630P	--- 1---	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
				M-F Local 4 News 6-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--- 1---	1		\$1,600.00		0.00						
Totals														30	\$37,600.00